The Public Library Health and Well Being Offer Advocate Tool Kit
Research Findings

“The study found evidence of a wide range and diversity of health and well being activity in libraries. Despite this level of activity, libraries are not, however, able to articulate their health and well-being contribution particularly well, to either partners or the public”

Public Library Activity in the Areas of Health and Well Being, MLA, 2010
Public Library Health Map 2011

Figure C.1: Status of health and well-being schemes

<table>
<thead>
<tr>
<th>Service</th>
<th>Current</th>
<th>In preparation</th>
<th>Not done</th>
<th>Discontinued</th>
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<tbody>
<tr>
<td>Bookstart</td>
<td>106</td>
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<td>Signposting to other services</td>
<td>96</td>
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<td>Reading groups</td>
<td>93</td>
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<td>Health information</td>
<td>92</td>
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<td>Books on prescription</td>
<td>88</td>
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<td>Health promotion activity</td>
<td>80</td>
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<td>Self-help reading lists/collections</td>
<td>80</td>
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<tr>
<td>Mental Health Awareness Days/activity</td>
<td>68</td>
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<tr>
<td>Support for NHS Choices/Choose &amp; Book</td>
<td>67</td>
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<tr>
<td>Support/provision for self-help/support groups</td>
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<td>Other creative bibliotherapy</td>
<td>64</td>
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<td>BBC Headroom promotion/activity</td>
<td>63</td>
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<td>Library space for health checks etc</td>
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<tr>
<td>eCBT</td>
<td>23</td>
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<td>Healthy living/well-being centres</td>
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<tr>
<td>Information prescriptions</td>
<td>8</td>
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</table>

Numbers of responses are given in italics
Research Recommendations

“The library health and well-being offer should be clearly defined. It should bring together core library activity e.g. health information and signposting; services to the housebound and visually impaired people; reading groups and creative bibliotherapy as well as national schemes such as Bookstart and Books on Prescription. It should also allow for innovation in service development. SCL has endorsed the development of such an offer.”

Public Library Activity in the Areas of Health and Well Being, MLA, 2010
Background

• Public library health mapping research and recommendations, MLA 2010

Resulting action plan led by The Reading Agency:
• West Midlands regional pilot of library health offer and toolkit, 2010
• Call for local authority clusters to pilot offer, 2011
• Update of toolkit and roll out of offer with 61 authorities in 7 clusters
• Part of suite of interlocking SCL offers
Library Health and Well-Being Offer to Partners and the Public

Health
- New strategy describing libraries’ health and well-being contribution
- One of four developing SCL “national offers”; reading, digital, information and health
- Developed with lead charitable partners The Reading Agency, piloted with 61 authorities
  - Strategy tied to local government improvement through Local Government Group logic model
  - In England, integrated in Arts Council’s development plans for libraries

Reading
Information
Digital
The Need

• Pressures on health system caused by an ageing population and long term conditions becoming more common

• Stark health inequalities; people in poorest areas die 7 years earlier with higher rates of mental illness, disability, harm from alcohol, drugs and smoking

• 2 million people in the UK living with sight loss, by 2050 this figure will double

• By 2021, 2.2 million over 65s will be housebound or socially isolated
The Need

• 1 in 6 people experience mental ill-health each year
• 1 in 5 older people in the community, 2 in 5 in care homes, suffer depression
• People with long term conditions e.g. diabetes and heart disease, 3 times more likely to suffer mental health problems
• Third of people with depression and half with anxiety disorders have no health service support
• Levels of dementia predicted to increase by 62% by 2026
The Cost

• NHS spends £9b annually on branded prescription medicines
• Cost of medicines is rising by £600m per year
• Mental ill health accounts for a quarter of the UK’s burden of illness, costing society £105b a year in England
• The cost of mental health care will reach £47b by 2026, compared to £22.5b in 2007
• Dementia accounts for 66% of all mental health care costs.
Policy and Planning Frameworks

• National Institute of Clinical Excellence (NICE) recognition of the value of bibliotherapy

• **National Dementia Strategy**, 2009, focus on partnership/joint commissioning and improved community support services

• **No Health Without Mental Health**, 2011 cross government strategy to:
  – Improve health and keep people well through early intervention and prevention strategies that tackling underlying causes
  – NHS, local government and third sector working together
Policy and Planning Frameworks

Volunteering recognised as delivering important health benefits. Government health policy highlights its role in:

• Building social capital, reducing isolation and keeping people active, engaged and independent
• Creating people-centred services, delivering choice and innovation
• Enhancing the capacity of preventative care
Policy and Planning Frameworks

The Health and Social Care Bill, 2012, aiming to deliver better services within tight funding through:

• A new focus on public health and health inequalities
• Improved quality and choice for patients
• Local authority responsibility for improving health outcomes, tackling the wider determinants of health and combining traditional and new approaches
• Local authority Health and Well Being Boards
• GP/clinician responsibility for commissioning health care
Overview of health and social care structures in the Health and Social Care Bill
April 2013

Ministers and the Department of Health including Public Health England

Public Health
- NHS Commissioning Board

NHS
- Monitor
- NHS Trust Development Authority

Adult Social Care
- Care Quality Commission including Healthwatch England

National Institute for Health and Care Excellence
Health and Care Information Centre

Local authorities
Clinical commissioning groups

Health and Well-Being Boards [Part of local authorities]
Local Healthwatch [Formerly LINks]

Public health providers
NHS providers, including:
- NHS foundation trusts and NHS trusts
- Primary care providers
- Independent and third sector providers

Local authorities

Social care providers

Patients and the public
The Public Library Health Offer

A key moment for libraries to contribute to local authority health solutions as part of the commissioning landscape

Public libraries health assets include:

• A network of local community hubs
• Non-stigmatised, non-clinical community space
• Community outreach expertise, access to vulnerable people and local knowledge
• Expertise and support
• Supported on-line access
• Health related self-help reading programmes, services and resources, referral and signposting and social and recreational activity
• Volunteering and community engagement opportunities
The Power of Reading and Libraries

Public libraries are experts at reading; a cost efficient, self-help, early intervention and prevention health tool delivering:

• Health information and learning
• Creative reading with therapeutic and mood boosting benefit
• Social opportunities e.g. reading groups acting as a social connector, breaking down isolation
• Contributing to the wider determinants of health and well being e.g. learning and literacy.
Libraries’ reading work helps local authorities achieve key outcomes:

- Economic impact and value for money
- Strong and safe communities (including participation)
- Health, well-being and quality of life
- Learning, skills and employability
Evidence Base

• Developing library health and well being evidence base linked to universal reading offer http://www.readingagency.org.uk/about/the-universal-reading-offer/

• Supported by local and regional case studies and evidence of impact

• But evidence gaps and a need for new evaluation tools/shared approaches

• Further work to develop public library health advocacy messages
Health Evidence and Advocacy Strategy

Sample health advocacy messages drawn from shared national evidence base.

Reading improves health and wellbeing

• Reading is stress busting. Research shows that reading can reduce stress levels by 67%.
• An ageing population means levels of dementia are predicted to rise by 61% by 2026. Reading can help prevent the onset of dementia by 35%.
• Bibliotherapy increases the self-management ability, mental agility and health literacy of older people.
• Books on Prescription is an effective tool for delivering psychological therapy.
• Social activities based on reading (reading groups/author events) combat isolation and bring people together.

Libraries have a key role to play

• Libraries offer important health and well being services to the public and health partners: health information, therapeutic reading and social/recreational reading activities.
• There are at least 10,000 library linked reading groups.
New Library Health Offer Tool

- Successful ACE LDI bid for shared Books on Prescription/mood boosting books scheme integrating information and creative elements of library health offer
- Offering self-help reading prescriptions combined with mood boosting creative reading recommendations and social reading opportunities
- Piloted across 61 authorities in 2012, roll out in 2013
- Providing quality assured delivery model, shared resources, economies of scale, raised profile and joined up learning
- Department of Health endorsement supporting local health partnership development
- Shared evidence and advocacy including new clinical research opportunities e.g. Nottingham University/National Institute of Health Research impact of reading proposal
The Reading Agency

• Delivering library health offer as part of shared work plan with SCL and ACE
• Leading the Public Library Health Development Group
• Providing reading for health tools and resources
  – Reading challenges (6BC)
  – Reading Groups for Everyone
  – Moodboosting Books
  – Volunteering (Summer Reading Challenge, My Voice)
  – New BOP/creative reading scheme
• Research and partnership development e.g. Department of Health, RNIB impact of reading research, Nottingham University clinical trial
Next Steps

• Pilot use of the public library health offer advocacy toolkit in 2012 with 61 authorities.
• Evidence gathering and feedback autumn 2012, prior to national roll out
• Pilot new library health tool, BOP/creative reading scheme in January 2013
• National roll out in 2014
The Final Word!

“Reading is like going on holiday without packing your bags...it’s better than any doctor’s medicine”
Carer’s reading group member

“Books on Prescription is a very useful resource to complement talking therapies and the use of anti-depressant medication. Having peer reviewed self-help books in local libraries is an asset to the general community..”
Dr Sue Pritchard, Shipston Medical Centre

debbie.hicks@readingagency.org.uk
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